

Marketing & Communications Coordinator

Start Date: Immediate
Team: Marketing & Communications
Location: Brooklyn, NY or New Haven, CT

About Achievement First:

Achievement First, a non-profit 501(c)3 charter school management organization, operates 34 public charter schools in Brooklyn, Connecticut and Rhode Island. The mission of Achievement First is to deliver on the promise of equal educational opportunity for all children, regardless of race or economic status. Achievement First currently educates more than 12,600 students in historically underserved neighborhoods, with over 90% of our students identifying as Black and Latino. With its college-preparatory focus, the Achievement First approach is attaining breakthrough academic gains throughout the network. Beyond our students and schools, Achievement First is an engaged and prominent partner in the larger conversation about how to improve public education and student achievement in our country.

Achievement First's approach to teaching and learning enables every student to succeed at the highest levels. This involves:

- Recruiting and developing successful teachers and school leaders and empowering them to use student data to strategically drive instruction;
- Creating a joyful school culture where it is "cool to be smart" that emphasizes character education and focuses students on college;
- Providing students with more time on task and intense intervention when they are struggling so that no child falls through the cracks.

For more information about Achievement First's mission, approach, schools and team, please visit our website at www.achievementfirst.org.

Summary

Achievement First seeks a Marketing & Communications Coordinator who will support our team overall, as we work to serve a growing network of schools in our communities. This role, which will report to the Associate Director of Marketing & Communications, will focus especially on project coordination, marketing & communications work, and social media support. This a great opportunity to gain experience in project management and marketing, and the individual will play an active role in supporting and building AF's external communications and marketing initiatives. The right candidate is highly organized, an experienced project coordinator, and a self-starter who is also eager to learn and gain experience within a dynamic and fast-moving team.

Responsibilities of the Marketing & Communications Coordinator will include but are not limited to:

- **Project Coordination & Marketing Support (65%)**
 - Coordinate responses to internal marketing requests across the organization, providing project management support for the associate art director and associate creative director.
 - Serve as the liaison between schools and school signage vendors to ensure an efficient, high-quality process.

- Manage other vendor relations (including videography, photography and swag), and maintain internal marketing trackers, project management system, files and database.
 - Serve as a critical thought partner on an array of marketing & communications projects.
- **Social Media, Website & Communications Support (20%):**
 - Assist in the drafting and production of content for online communications projects including the AF website, AF social media channels, AF blog and other online platforms.
 - Compile and distribute the AF Daily News Blast; track national and local media hits, and maintain our media contact list.
 - **Administrative Support (15%):**
 - Manage invoices, mailings, business card orders, team accounts, credit card expenses and booking team meeting spaces.
 - Catalog and audit team internal and external marketing campaigns.

Skills and Characteristics

- Excellent written and oral communications skills
- Superb project management, problem-solving and coordination skills
- Excellent organizational and multi-tasking skills; able to manage multiple projects at the same time
- Deadline-oriented, comfortable operating with a sense of urgency while also maintaining an attention to detail and quality
- Adaptable and flexible in responding to fast-breaking news and day-to-day changes in priorities
- Ability to work effectively both independently and as a member of a team
- Highly motivated and self-directed; capable of seeing projects through from beginning to end
- Belief in the Achievement First mission and educational model
- Maturity, humility, strong work ethic, sense of humor, and “roll-up-my-sleeves” attitude

Educational Background and Work Experience

- Bachelor’s Degree (or equivalent work experience)
- One to three years of work experience, with experience in project coordination

Compensation

Salary for this position is competitive and commensurate with experience. Additionally, Achievement First offers a comprehensive benefits package.

To Apply

Send resume and cover letter to:

Leonore Waldrip
Associate Director, Marketing & Communications
media@achievementfirst.org

Achievement First is an equal opportunity employer and an organization that values diversity. People from all diverse backgrounds are strongly encouraged to apply. Spanish language proficiency is a plus. You can learn more about diversity at Achievement First here: <http://www.achievementfirst.org/about-us/diversity/>.